

# *Fashion and the Economy*

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DECISION TREE ANALYSIS OF THE  
ECONOMY'S INFLUENCE ON  
FASHION PREFERENCES



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# *Project Intro*



## 02

SIZE OF THE GLOBAL APPAREL  
MARKET IN 2020  
\$1.5tr

What is influencing the  
masses in the establishment  
of trends?

This analysis aims to draw a  
connection between the  
economic landscape and  
current fashion trends using  
decision tree analysis.

Can color trends be  
predicted by the economic  
environment?



# *So What?*

This analysis could help both consumers and suppliers in their purchasing decisions.

Little analytical analysis has been done to predict fashion trends. Currently, historical observations drive fashion trends.



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# *Data Collection*

Louis Vuitton women's RTW shows from 1999 – 2021 (biannual) were observed and assigned a color rating on a scale of 1 – 5.

Economic data from the FRED:

- unemployment rate (biannual)
- percent change in CPI from one year prior (biannual)
- percent change in GDP from one year prior (biannual)

This data was combined using the date of the economic incident and the date of *release* for the corresponding LV collection

04





# *Analysis*

C5.0 DECISION TREE ANALYSIS

Inputs - economic data

Target - color rating

05



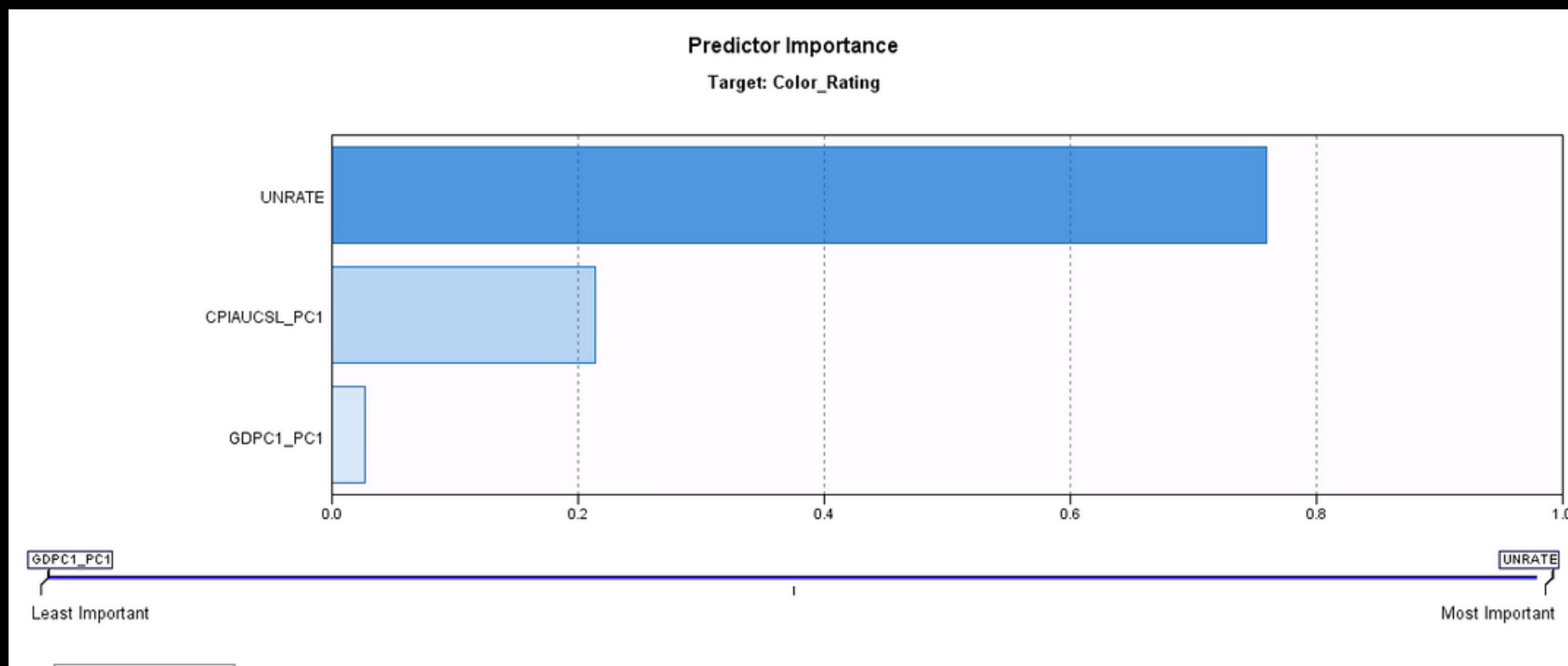


# Findings

UNEMPLOYMENT RATE  
Predictor Importance - 0.78

The unemployment rate almost exclusively predicts color level.

\*full decision tree shown in final paper



06



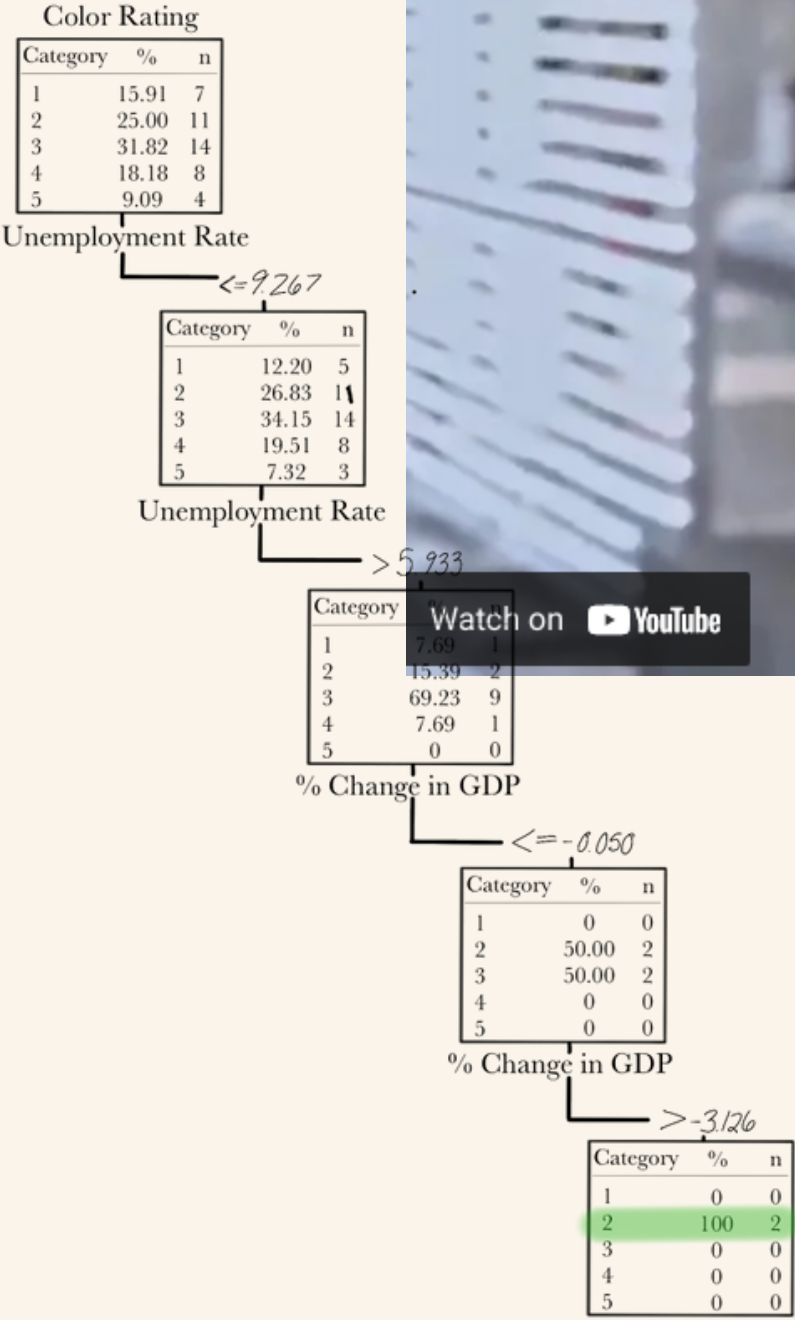


# *In Real Time*

In the Q4 of 2020...

- -1.162% change in GDP from the prior year
- 6.8% unemployed
- 1.21% change in CPI

Designers are preparing for Spring fashion week where Fall/Winter 2021 collections are released.





# *Recommendations*



Expand the number of brands assessed for input data, possibly including department store data.

Look for color preference patterns in cars or home furnishings.

Analyze men's fashion as well.





*Thank You!*



Please feel free to  
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have any questions.